

WHAT'S WHAT
By Helen Debie

Nothing is more amusing to "real people" than the controversy as to whether or not a man or woman is disfigured by the title "gentleman" or "lady" because he or she is willing to carry a package occasionally. The author of one new and pompous book of etiquette seems to shudder, as she declares, "Bundles do not suggest a lady, and as for gentlemen and bundles, they do not go together at all."

The great American editor and philosopher, George W. Childs, during a temporary shortage of regular messengers, asked a clerk to deliver an important parcel on the way to luncheon. The clerk hesitated and offered to search for a box. "No gentleman could carry a parcel," he explained. "When I suppose I am no gentleman," replied Mr. Childs severely. And he delivered the package himself.

While enormous bundles are awkward and embarrassing, no one need be afraid to lose caste by carrying easily portable packages.

Can You Tell?
By R. J. and A. W. Bodmer

What Our Eyelids Are For

Our eyes are provided with eyelids for two reasons: as a protection for the eyes from floating particles in the air, and in order to keep the eye moist and clean.

The eyelids are the shutters of the eye, protecting it by closing upon its surface when danger approaches, and covering it securely during the hours that we sleep. When we wink we are moistening and cleaning the eye. A watery fluid is secreted in the little

Coats & Wraps
of Duveltyne, Bolivia and Marvella

that show signs of wear and weather can be refinished to look like new

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Schwarzwaelder Co., 1017-27th St.

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Doll Hospital
Repairs and Made to Look Like New

A full line of new dolls and Xmas stockings.

Pearls Re-stringing

Price lowest in the city. Expert work. All kinds of necklaces re-stringing, knotting a specialty. Quick service. Work guaranteed. Plans furnished. Every Building. Ideal Pearl Co., 2227 Building, 1200 Chestnut St.

SAUNDERS
\$150.00

Diamond Ring, five pure white diamonds set in the solid platinum. Estab. 30 Years. 11 & 13 S. 9th St. 2710 Ch. Ave.

KNITTING WOOLS
200 Samples FREE

COLONIAL YARN HOUSE
1221 CHERRY STREET
Phone, Locust 5010

THE NEW A.E. LITTLE SHOE

Wouldn't you be grateful if some one told you?

SOROSIS
Shoe Company
1314 Chestnut St.

APPROVED BY FASHION -- ENDORSED BY PHYSICIANS

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TAPESTRIES
WITH OR WITHOUT NEEDLEPOINT FOREIGN or Domestic at RIGHT Prices

Beau. Branches, Chair Seats, Footstools, etc. with Window Curtains, STAMPED LANDSCAPE CANADIAN HOMESPUN BAGS IN ALL COLORS GIFTS—BEADS—WOOL Germantown Novelty Shop 22 W. CHELTON AVE. Gts. 4900

Give comfort

this Christmas. Tell those dear to you about the relief from tired, aching feet, that's guaranteed in A. E. LITTLE Shoes for men and women.

Tell them that this shoe gives the arch constant, shock-absorbing support—that it strengthens the ankles—generally conditions the feet—is an aristocrat in appearance.

SOROSIS
Shoe Company
1314 Chestnut St.

APPROVED BY FASHION -- ENDORSED BY PHYSICIANS

Wanamaker's Down Stairs Store
Is Gaily Filling Christmas Lists, for It Has So Many Delightful Gifts at Low and Moderate Prices

Christmas Shoppers Will Like These New Sports Coats, \$16.50

They are so big and warm and comfortable, and not in the least bulky or burdensome to wear. They have big pockets to hold all sorts of illusive small purchases. And their price certainly leaves a wider margin for Christmas gifts than one would dare to hope.

Made of plaid-back heather mixtures in blue, tan or gray; yoke and sleeve linings of satin.

Also of plaid-back novelty color-flecked tweeds and herringbone tweeds in brown and gray; half lined with satin.

New Chinchilla Coats Are \$22.50

A welcome weight and warmth about them! Navy, brown and tan, lined from collar to hem with satin.

Other Sports Coats, \$10 to \$42.50

Tweeds, herringbones, heather mixtures and polo coats. Storm ulsters, knockabouts, regulation sports models and, at \$42.50, beautiful coats of genuine camel's hair or unusual tweed coats with shawl collars of raccoon.

(Down Stairs Store, Market)

A Special Group of Cloth Frocks at \$16.50

They seem to have really and truly caught the holiday spirit and converted it into a general air of festive smartness. They are made of a very nice quality navy blue Poiret twill, with lowered waistline and the new one-sided panel skirt treatment. Sleeves are long and wide, faced with vivid poinsettia red crepe and daintily embroidered in vivid red, green and metallic effects almost to the elbow. Pictured.

Velveteen Dresses Have a Hundred Holiday Uses, \$10 to \$25

Some quite demurely plain and simple. Others beaded. Others gay with colored silk embroideries. Others combining the plain velveteen skirt with metal brocaded bodice. Straight-line and draped effects, mostly in navy and black.

Silk Frocks, \$5 to \$35

Delightful to know one can get a really pretty crepe de chine or satin frock for \$5. And for \$7.50 on up to \$35 one's choice is practically unrestricted among the season's fashionable silks—satin-back crepe, crepe de chine, charmeuse, satin, satin and matelasse and crepe faille.

(Down Stairs Store, Market)

Women's Exceptional One-Strap Pumps, \$5

The shoe-style almost uniformly approved by Philadelphia women this season, because it combines more good style, more good service and more solid comfort than almost any other. One-strap pumps like these, for instance, may be worn with sheer silk hose for dress occasions and with wool hose for street or sports.

Modern, comfortable lasts with well built-up arches, welted soles and Cuban heels. In patent leather, black calf or tan calf. All sizes.

(Down Stairs Store, Chestnut)

Fox Animal Scarfs, \$20 to \$50

Perhaps some one feminine on your Christmas list wants "furs" for Christmas, and you're not quite certain what to purchase. A silky fox scarf from the Down Stairs Fur Shop is pretty sure to be liked, or one may choose from the varied list of other moderately priced furs. All are truly named, and will give the service promised.

Fox animal scarfs in taupe, brown and black, \$20 to \$50.

Red fox animal scarfs, \$30 to \$37.50.

One and Two Skin Animal Scarfs, \$5 to \$60

Opossum\$5	Mink\$15 to \$37.50
Squirrel\$10 to \$22.50	Stone marten\$40
Fitch\$18.50	Japanese stone marten\$25 to \$60

(Down Stairs Store, Market)

Gifts of Linen for Mrs. Housewife

A little boy when asked what he wanted for Christmas remarked with greater force than politeness that he wanted "something that is good for something."

The gift of linen will certainly appeal to any housekeeper on just these reasonable grounds, and the Down Stairs Linen Shop has a great many lovely holiday linens which it is a delight to choose at their moderate prices.

Plain Hemstitched Linen Tea Napkins, \$1.75 Dozen.
Hemstitched Linen Damask Tea Napkins, \$7 Dozen.
18x50-Inch Embroidered and Hemstitched Linen Scarfs, \$2.50.
18x18-Inch Madeira Linen Center Pieces, \$2.
24x24-Inch Madeira Linen Center Pieces, \$2.50.

(Down Stairs Store, Central)

Flowered Sateen Housedresses, \$2

Gay Christmas gifts, and practical ones! Pretty Dolly Varden patterns on the ever useful black sateen, with wide sashes to give a low waistline and bright pipings at neck and sleeves. Cut full enough to wear apron-fashion over a dress. All sizes for women.

(Down Stairs Store, Market)

Toilet Articles of Celluloid Ivory 25c to \$3.50

It's really amazing how many people are buying these for gifts. Some match the pieces up into whole sets, others buy single pieces to "go with" sets they started months or even years ago.

Manicure pieces are 25c. Hair brushes are \$1.50 to \$2.50. Combs are 25c and 50c. Mirrors are \$3 and \$3.50. Trays are 50c to \$2.

(Down Stairs Store, Central Aisle)

New Blankets, Specially Nice at \$5, \$6, \$7.50

Soft, fleecy white ones, with a nice percentage of wool in their mixture, and the more expensive the blanket the more wool. They have rose or blue borders in very decorative striped effects and wide binding to match. The \$5 and \$6 blankets are 66x80 inches; the \$7.50 blankets are 70x80 inches.

(Down Stairs Store, Central)

Christmas Gift Outpost

Right near the Subway Entrance will be found a number of charming gifts with plenty of gift boxes in which to pack them.

Women's silk underclothes, bouffant caps, slippers, aprons, silk petticoats, handkerchiefs, neckwear, corsage bouquets.

Men's neckties, shirts, bath-ropes, suspender and garter sets, wool mufflers.

All at moderate prices. (Down Stairs Store, Market)

Unbleached Muslin Bedspreads \$2.50 and \$2.75

Plenty of time left before Christmas to do the interesting applique or embroidery on one of these pretty spreads, and just think what an imposing and delightful gift it will make.

\$2.50 for spreads stamped for applique designs and complete with colored patches. \$2.75 for spreads stamped for the popular basket design in French knots.

(Down Stairs Store, Art Needlework Shop, Central)

Bertha Collars Are Graceful Gifts, \$1

Delightful gift between the crackly mesh which forms a webby yoke and the rich looking edging of imitation Venise lace. Soft creamy color that is pretty with browns and tans as well as blue or black.

(Down Stairs Store, Central)

Linen Collar and Cuff Sets Trimmed With Real Lace Edging, \$1

Narrow edgings of hand-made Irish picot and flet make them particularly dainty and suitable gifts for school girls. Wide, double hemstitching that suggests drawnwork, brings out the heavy weave of the linen, too.

(Down Stairs Store, Central)

Fiber Silk Scarfs Specially Priced \$3.90

Think how gaily one would flutter from the Christmas tree, or how jolly it would be to open a mysterious tissue paper package and find such soft loveliness inside. Wide and long, with pretty drop-stitch stripes and fringed ends. Tubular, of course, to keep them shapely. Black, navy, orange, jade, honeydew and tomato.

(Down Stairs Store, Central)

Brocaded Christmas Ribbons Specially Priced 85c to \$3.25 Yard

Gift possibilities in every lustreous inch. New shipment of the lovely brocaded ribbons which people have been buying for party bags, shopping bags, exquisite bouffant slippers and other gift purposes. Color combinations of all sorts and some handsome tinsel brocades. 6 to 10 inches wide.

(Down Stairs Store, Central)

Lace-and-Satin Brassieres, \$1

Remarkably pretty and dainty! Bandeau style, quite long and cleverly gored to fit properly. Heavy white lace is combined with flesh-color satin or satin-striped poplin.

(Down Stairs Store, Central)

Extra-Size Messaline Petticoats, \$5

Specially nice ones at this popular price, and they are remarkably well cut and proportioned. Made of silk messaline that is as heavy as most satines. Black, navy, brown and changeable effects. The new longer lengths in 60-inch hip size.

(Down Stairs Store, Central)

'Most Any Woman Would Like a Bathrobe for a Gift Specially Good Ones Are \$5

Made of a particular sort of blanketing that is unusually warm and fleecy. Cut full, so they are really big and cozy and comfortable. Trimmed with satin ribbon binding and a silk cord girdle. Floral and conventional patterns in pink, Copenhagen blue, light blue, rose, gray and orchid.

(Down Stairs Store, Central)

Slippers for Gifts, \$1.50 Pair

Quilted satin ones have quilted soles inside and chrome leather soles outside. Finished with fluffy pompons. Pink, rose, light blue, orchid, Copenhagen and black.

Chamois slippers have pink or blue binding and pompons. Soles are double and there is just an indication of a heel.

(Down Stairs Store, Central)

These Silk-Lined Gloves Are Beautifully Fine
Strap-Wrist Chamois-Lisle, \$1.35
One-Clasp Mocha, \$2

How luxurious their silk linings feel and how easily and quickly they slip on! Any woman would love to find a pair among her Christmas gifts!

The chamois-lisle gloves are good, closely woven ones in the popular strap-wrist length and with two-tone embroidered backs. Gray, covert, beaver, brown and white. \$1.35.

The mocha gloves are, of course, universal favorites, so it's only necessary to say that these silk-lined ones are all of first selection skins, carefully treated and made according to Wanamaker standards. Outseam sewn in gray or beaver, \$2.

(Down Stairs Store, Central)

Sale of Women's All-Wool Sweaters at \$1.35

The lowest we can remember for first quality, all-wool slip-on sweaters! Only because they are a manufacturer's clearaway are they priced so low even now.

Brown, gray, buff and black woven in drop-stitch block effects with the popular straight-across neckline. Light enough to wear under suits or heavy coats these wintry days. Sizes 36 to 42.

As gifts, they'd make the really practical sort a woman often likes to find.

(Down Stairs Store, Central)

Women's White Voile Blouses Specially Priced \$1

Blouses that one would ordinarily pay twice as much for are now priced extremely low because of a specially advantageous purchase. Dainty frillings outline collar, box-pleat front and smartly turned-back cuffs. Delightfully inexpensive and dainty for gifts. Sizes 36 to 44.

(Down Stairs Store, Market)

Silk Underthings—The Gift Dear to Every Feminine Heart
Beginning With Envelope Chemises for as Little as \$2.25

Such pretty ones, of a new kind of underwear silk which is heavier and more durable than tub silk and not so expensive as radium. Tailored models with wide satin-band tops and ribbon straps, the hems are lace-edged. Flesh color.

Radium Step-in Sets, \$3.50 Garment

Vest and step-in bloomers to match, trimmed with points of the material. Flesh, light blue, orchid or peach.

Radium Step-in Chemises, \$3.85

Dainty with wide lace and fine shirtings. Flesh, orchid or peach.

Step-in Chemises and Bloomers, \$5 and \$5.50

Novelty satin-striped silk crepe step-in chemises trimmed with lace, and bloomers with an edging of lace at the knee; orchid or flesh. Also lovely crepe de chine step-in chemises with a great deal of lacy trimming, in peach or flesh.

(Down Stairs Store, Central)

Luggage Is a Worth-While Sort of Gift
Women's Leather Suitcases, \$9.50

Smart luggage means as much to a woman as a good-looking dress or becoming hat. These suitcases are of cobra grain black leather and are not only smart but they're also good, conservative and carefully made.

18, 20, 22 and 24 inch lengths, with stitched French edges, leather handles and two fastenings. Lined with tan or blue moire silk and cotton poplin with shirred pockets in the lid and at either side of the case.

Men's Walrus Traveling Bags, \$18

Made by one of the country's best manufacturers. Strong, sturdy, extra-deep bags that will hold an incredible number of things. Leather-lined. In the wanted 18-inch length.

(Down Stairs Store, Central)

Men Will Like These New Pajamas at \$1.50

They are of much better quality than is usually obtainable at this moderate price. Made of soft mercerized cotton in wanted shades of blue, tan or all white. Cut plenty full and long according to standard Wanamaker dimensions. Finished with silky frogs. Boxed upon request.

Men's Pajamas at \$2.65

are of heavier, even silkier cotton in tan, blue or pink, finished with frogs.

Thousands of Exceptional Neckties 35c, 50c, 65c and \$1.15

Any dollar's worth of them will be gladly boxed for Christmas giving! And what jolly ties they are! Stripes, figures, almost plain ones and knitted kinds.

Ties chosen by men!

In other words, safe gifts to give to men!

(Down Stairs Store for Men, on the Gallery, Market)

A Collection of Very Good All-Wool Suits for Men at \$20

Wednesday in the Men's Store on the Gallery, just inside the Subway door, there will be a not large but very good selection of young men's all-wool fancy mixed cheviot suits to go at \$20. There are a few plain blue suits in the lot, and a few conservative models for older men.

(Down Stairs Store for Men, on the Gallery, Market)

Subscribe Now for the Red Cross

BONWIT TELLER & CO.
The Specialty Shop of Originations
CHESTNUT AT 13TH STREET

WEDNESDAY—Closing Out

WOMEN'S & MISSES' DRESSES
At Decisive Reductions

In the GREATEST SALE of the Season, from the point of magnitude, variety of selection and the extreme nature of the reductions

525 WOMEN'S DAYTIME & EVENING DRESSES
18.50 — 25.00 — 39.50 to 165.00
Formerly 29.50 to 255.00

Street, afternoon, dinner and evening dresses of crepe Renee, crepe de chine, Roma, Roshanara, satin Canton, brocades, Jacquard crepe, Cloke, Mongole, Sheba and Romer crepe; velvets, chiffons; twills, duveltynes and Kasha.

175 MISSES' DAYTIME & EVENING DRESSES
18.50 — 22.50 — 39.50 to 97.50
Formerly 29.50 to 155.00

Daytime, dinner and dance frocks in youthful modes, fashioned of Canton, Romaine, Renee and crepes de chine; Matelasse, crepe satin, chiffon, velvets, twills, brocaded velvets and metal brocades.

WOMEN'S & MISSES' SUITS
With or Without Fur—2 and 3 Piece Versions

27.50 to 275.00	25.00 to 150.00
Formerly 49.50 to 350.00	Formerly 39.50 to 235.00

Veldyne, marleen, gerona, marvella, precious, matelasse and marcovia are the fine fabrics employed in these two and three piece interpretations of the Suit Mode—smartly tailored or handsomely fur trimmed.

WOMEN'S DEPT., SECOND FLOOR **MISSES' DEPT., FOURTH FLOOR**

Visit the Bonwit Teller & Co. Xmas Gift Shop at 13th and Sansom Sts.